

PTO/SB/21 (02-04)
Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no person is required to respond to a collection of information unless it displays a valid OMB control number.

TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/628,569	
	Filing Date	July 31, 2000	
	First Named Inventor	Haber	
	Art Unit	3627	
	Examiner Name	Andrew Rudy	
Total Number of Pages in This Submission	7	Attorney Docket Number	04910

RECEIVED
CENTRAL FAX CENTER
MAR 19 2004

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance communication to Group
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input checked="" type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)
<input checked="" type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Power of Attorney, Revocation	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Change of Correspondence Address	<input type="checkbox"/> Other Enclosure(s) (please identify below):
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Terminal Disclaimer	
<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> Request for Refund	
<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> CD, Number of CD(s) _____	
<input type="checkbox"/> Response to Missing Parts/Incomplete Application	Remarks	
<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	JOHN R. CARR (42,390)
Signature	John Carr
Date	3/19/2004

CERTIFICATE OF TRANSMISSION/MAILING		
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.		
Typed or printed name	JOHN R. CARR (42,390)	
Signature	John Carr	Date 3/19/2004

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

PTO/SB/97 (08-03)

Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Certificate of Transmission under 37 CFR 1.8

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office

on March 19, 2004
Date

John Carr
Signature

John CARR
Typed or printed name of person signing Certificate

Note: Each paper must have its own certificate of transmission, or this certificate must identify each submitted paper.

This collection of information is required by 37 CFR 1.8. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.8 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

RECEIVED
CENTRAL FAX CENTER

MAR 19 2004

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

OFFICIAL

APPLICANTS: Haber, Jeff
SERIAL NO.: 09/628,569
FILING DATE: July 31, 2000
TITLE: "Directing Internet Shopping Traffic and
Tracking Revenues Generated as a Result Thereof"
EXAMINER: Andrew J. Rudy
GROUP ART UNIT: 3627
ATTY. DKT. NO.: 04910

COMMISSIONER FOR PATENTS
P.O. BOX 1450
WASHINGTON, DC 22313-1450

**RESPONSE AFTER FINAL AND
SUMMARY OF INTERVIEW WITH EXAMINER**

Sir:

This shall serve as a response to the Advisory Action dated March 9, 2004 received from the Patent Office and shall also serve as a response to the Telephonic Interview with the Examiner which was conducted on March 18, 2004. During the telephonic interview, the final rejection and the advisory action were discussed and the Examiner indicated he could not recall the claims including a single display and being divided into multiple portions. In an effort to refresh the Examiner's recollection, claim 1 has been reproduced herein in its current state:

1. A method for providing internet traffic for on-line shopping:
 - providing a segment of video content *in a first portion of a display*, said segment of video having a number of products featured in the video content which a user may purchase;
 - simultaneously providing an image *in a second portion of the display*, which image corresponds with the segment of video content, the image being a select frame from said segment of video and containing a number of user selectable areas, each user selectable area showing one of the products contained in the corresponding segment of video content, each user selectable area being anchored to a hyperlink, each hyperlink linking to an e-commerce website where specific information about the product resides and from which the product may be purchased;
 - receiving a user's selection of one of the areas in the image showing one of the products contained in the corresponding segment of video content;
 - using the hyperlink anchored to the user's selected area to directly access the e-commerce website and retrieve the specific information about the product contained in the corresponding segment of video content; and
 - simultaneously providing the specific information about the product to the user *in a third portion of said display*.

Relevant portions of the claim have been highlighted to show that a segment of video is provided in a first portion of a display. An image having a number of user selectable areas, with each such area being anchored to a hyperlink is provided in a second portion of the display. Finally, once one of the user selectable areas has been selected, specific product information is retrieved using the hyperlink and that information is displayed in a third portion of the display.

Similarly, Claim 16 provides:

16. *a video area for displaying several contiguous segments of video* content featuring products featured which may be purchased;
 - an image area for simultaneously providing a series of images*, each image in the series corresponding with one of the contiguous segments of video content and being a select frame from said corresponding segment of video content, each image containing a number of user selectable areas, each area showing one of the products contained in the corresponding segment of video content, wherein each user selectable area in the image is anchored to a hyperlink which links directly to a sponsor webpage such that when the area is selected, information about the product show in that area, including an option to purchase, is linked directly from the sponsor webpage using the hyperlink, and the *information is simultaneously displayed to the user in a third portion of the display*.

Once again, relevant portions of the claim have been highlighted and clearly show that several contiguous segments of video are provided in a video area of a display. Simultaneously, a series of images, each image having a number of user selectable areas, with each such area being anchored to a hyperlink, are provided in an image area of the display. Finally, once one of the user selectable areas in one of the images has been selected, specific product information is retrieved using the hyperlink and that information is then displayed in a third portion of the display.

The Examiner has already acknowledged and concedes that the references cited in the final office action do not teach a single display having three different areas. For this reason alone the final rejection should be withdrawn.

During the interview, the Examiner further acknowledged that there are other patentable differences between the prior art cited and the claimed invention. However, he seemed to indicate that the claim language did not specifically recite these differences. More specifically the Examiner acknowledged that "Mitsubishi" teaches using special software to *embed hyperlinks into "hot spots" on existing video content* and then, while watching the video content, a user may click on those embedded hyperlinks or "hot spots" in order to jump to other media, including product information and online sales capabilities. The Examiner further acknowledged that this is not how the claimed invention works.

The invention as claimed, is significantly different from that which is taught by "Mitsubishi". Unlike "Mitsubishi", the hyperlinks in the present invention are not embedded directly in the video. Instead, the hyperlinks in the claimed invention are anchored to the still images that correspond with the actual video content. Contrary to the Examiner's opinion, this limitation is specifically called out in the claims. Specifically, Claim 1 provides:

[an] image corresponds with the segment of video content, the image being a select frame from said segment of video and containing a number of user selectable areas, *each user selectable area showing one of the products contained in the corresponding segment of video content, each user selectable area being anchored to a hyperlink*, each hyperlink linking to an e-commerce website where specific information about the product resides and from which the product may be purchased

A user may then click on products featured in a segment of video by clicking on the product in the still image. Using the hyperlink anchored to the selected area information about the product and purchasing the product will be displayed in a third area of the screen. Again, contrary to the Examiner's opinion, this limitation is also specifically called out in the claims. More specifically, Claim 1 provides:

receiving a user's selection of one of the areas in the image showing one of the products contained in the corresponding segment of video content; using the hyperlink anchored to the user's selected area to directly access the e-commerce website and retrieve the specific information about the product contained in the corresponding segment of video content; and simultaneously providing the specific information about the product to the user in a third portion of said display.

This difference is significant and allows more than one product to be clicked on at a time with much more ease and convenience while the video segment continues to play. As explained in the response to the final office action, in a moving image – such as a video segment – the image is constantly moving and being updated. If there is more than one product in the video and a user wishes to purchase or obtain information about each product, he or she must act very quickly to click on both products as the video plays. Alternatively he or she must pause the video. One benefit of the claimed invention is that several products may be depicted throughout and over the course of a segment of video. This video is displayed in one portion or area of the screen display. Meanwhile, each of these products is also featured in a single still image, which

is displayed in a separate portion or area of the screen display. Accordingly, a user can click on the featured products at a more leisurely pace as the video continues to play without having to stop the video. "Mitsubishi" does not teach this limitation.

Finally, the Examiner states that the term contiguous in Claim 16 does not provide a line of demarcation between still and moving images. Applicant is unclear as to what this specifically means. The word "contiguous" describes the segment of video content, it does not describe the images. The "line of demarcation" between the images and the segment of video is two fold. First, the segment of video content and the series of images are each displayed in separate portions of the display. Second, the claim language makes clear that each image in the series corresponds with one of the contiguous segments of video content and is a select frame from said corresponding segment of video content. The exact claim language is as follows:

"each image in the series corresponding with one of the contiguous segments of video content and being a select frame from said corresponding segment of video content".

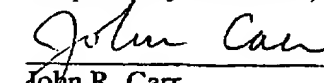
Accordingly, the claim makes clear the differences between the segments of video content and the images which correspond with such segments.

Conclusion

Based upon the foregoing remarks, the Applicant respectfully submit that all of the claims in the instant application are in condition for allowance, and prompt reconsideration and allowance of all claims is hereby solicited.

Dated: March 19, 2004

Respectfully submitted,


John R. Carr
Registration No. 42,390
Attorney for Applicant